

Embargoed until 17 September 2015, 0900 hours.

Asia's First Children's Centre for Creativity Debuts with F1 Inspired Exhibition



The Big Draw 2014 ©Playeum Ltd



The Big Draw 2009 ©Playeum Ltd

17 September 2015, Singapore - Award-winning non-profit organisation **Playeum**, opens Asia's first **Children's Centre for Creativity** on **19 September 2015**. The first of its kind, the dedicated creative space for children is located in key regional visual arts hub, Gillman Barracks. Embracing a global shift in increasing market demands for creativity, a key part of Playeum's wider mission is to establish a culture of meaningful and impactful play.

Inspired by the Formula 1 season, the Centre debuts its first exhibition '**The Art of Speed**'. Cars, speed and movement are explored in engaging ways through interdisciplinary approaches. Children are invited to ask questions and discover the answers as they experiment with cars and ramps, create their own, and participate in stimulating workshops. Light painting, shadow play and artist interventions also feature in the novel programme conceptualised by Playeum's featured Creative Director, Singapore-based artist **Isabelle Desjeux**. The experience has been specially designed for children aged one to 12 with their schools or families and runs from **19 September 2015 to 3 April 2016**.

Led by **Executive Director Anna Salaman** and **Co-Founders Sumitra Pasupathy and Jennifer Loh**, the Children's Centre for Creativity most closely aligns with the Reggio Emilia Approach – an innovative pedagogy in early childhood education, and aims to lead a revolutionary change in mindset where children are viewed as innately creative.

Playeum began their journey with a community consultation process. Over 200 parents were moderated by an independent and well-respected champion for children, Dr Barbara Piscatelli, a recipient of the Australian Medal of Honour in a study. The results showed that children are playing less in open ended and creative ways.

"The team and I share a deep rooted passion and drive to restore and protect the precious creative years of childhood back to engage in child-led play and creative activities. The environments and activities within the Children's Centre for Creativity have been carefully designed to encourage open-ended, exploratory learning and play," said **Sumitra Pasupathy, Co-Founder of Playeum.**

Working directly with practicing artists, the Centre will present three themes a year and around each theme, build a series of creative open-ended artistic experiences, incorporating participative opportunities, custom-built installations and technology. The changing themes ensure a constantly refreshed space in which children can explore new ideas.

The Centre has four curated spaces:

- The **Main Space** features interactive, open-ended installations for hands-on exploration and free play.
- The **Play Maker Space:** Here, children have access to a wide range of mediums and have the freedom to create their own unique projects.
- The **Dark Space** allows for creative interaction with different audio and visual media.
- The **Workshop** offers innovative workshops for multi-disciplinary, focused engagement with children.

Central to Playeum's mission is the idea of creative approaches and practices. One of the key threads of the work is the idea of bringing creative practitioners such as artists, designers and technologists as inspiration to conceptualise new and innovative programmes for children. From this comes another of Playeum's guiding principles – that creative engagement is a collaborative process, which involves a dialogue between the Playeum team and its young audience. Together Playeum co-creates a programme that is child-centric and child-focused.

"The very nature of this process is to enable children to take ownership of the experience, and therefore the team at Playeum is constantly observing children and adapting the programme in response to the children's experiences. This mind-set and approach is core to the philosophy underlying our programme's development process. This ensures that the programmes are child-centred and also ensures their sustainability," said **Playeum's Executive Director, Anna Salaman.**

Playeum acknowledges that modern-day society is one that often underestimates the value of imagination and innovation. This is a growing concern in a world where creativity is the

currency of the future. With changing times, there is a pressing need to adapt and embrace this global shift and in recent years, there has been growing recognition of the critical role of creativity in the lives of children – which studies have proven that it promotes learning and personal development, increases self-confidence, and much more. Play is essential to creativity, and creativity is essential to the future. Such is the relevance of Playeum's vision to ensure that creativity and play is firmly embedded within children's lives.

"In some types of play, children become young explorers and experimenters, trying to figure out for themselves what they want to do and how they can do it. This process of open-ended exploration and experimentation helps children develop a core range of critical skills that are important in life, in their own growth and in the joy of being a child," said **Mr Heng Swee Keat, Minister for Education**, at a Playeum Fund-raising Gala he attended as the Guest of Honour earlier this year. He has also remarked that Playeum's mission aligns neatly with the Ministry of Education's ongoing endeavours to build play into the curriculum from kindergarten onwards.

Underlying all of its programmes and operations, Playeum is actively dedicated towards social impact, and committed to reaching all children. Playeum's **Play-It-Forward** initiative invites individuals, groups and companies to contribute towards high-quality programming specially designed to serve children from low-income families. A first in the Singapore landscape, such social innovation aims to reduce inequalities and improve social impact targets such as the love for learning, creative development and overall child well-being.

About Playeum

Playeum is a non-profit, independent organisation with a mission to promote children's creativity and play, for the benefit of their own and society's future. Through collaborations with public institutions, corporations and creative practitioners, it aims to inspire children of ages one to 12.

Since inception in 2009, Playeum has reached close to **60,000 children and families** across all social backgrounds in **over 150 novel play-based programmes**. In recognition of its innovative work, the organization has been the recipient of nine international awards, most notably in **the British Council's ELEVATE StartWell Challenge**.

For media enquiries, please contact:

Amador Arts Projects

Sharifah Shahirah

PR Manager

M: +65 9785 4126

E: shahirah.jasni@gmail.com

Playeum Ltd

Vanessa Suhaime

Assistant Manager, Communications and Events

T: +65 6933 9531

E: vanessa@playeum.com

the children's centre for creativity

Playeum presents a dedicated
creative space for children & families -
the first of its kind in South-East Asia.



LOCATION

Block 47, Malan Road
Gillman Barracks
#01-21 to #01-23
Singapore 109444

TICKETING

Child (ages 1 to 12): \$20
Accompanying adult: FREE
Additional adult: \$10

SPECIAL

Promotional rate for
schools and groups:
\$10 per student

the four spaces

The Children's Centre for Creativity

presents a series of creative, open-ended artistic experiences which invite children to explore a particular theme or concept. The theme changes three times a year, ensuring a constantly refreshed space in which to try new ideas.

These are the spaces which will be transformed each season:

The Play Maker Space

- For the children's own creative projects
- Freedom to create with various mediums



The Dark Space

- Creative interaction with different media
- New models of engagement in audio & visual technology



The Workshop

- Offering innovative workshops
- Multi-disciplinary play for fuller engagement

Images courtesy of Playeum Ltd and online sources.



Children's Centre for Creativity

THE ART OF SPEED

A BRAND NEW INTERACTIVE EXPERIENCE
FOR CHILDREN AGED 1 - 12

19 Sept 2015 - 3 April 2016

Tues - Sun, 10am - 6pm

Block 47, Gillman Barracks

READY. SET. GO!

www.playeum.com

Find Playeum on 

the art of speed

The Children's Centre for Creativity

launches with **The Art of Speed!**

With a set of interlinked, participative experiences, children can explore the essence of speed through multi-sensory and open-ended environments.

19 SEPTEMBER 2015 — 3 APRIL 2016

Create for Speed

How do design and materials play a part in achieving speed? Here, children can experiment with zooming cars and ramps of different shapes and sizes, on their own and with others.



The Workshop

The Workshop will host a variety of stimulating programmes for in-depth, unique explorations of speed through movement, visual art, photography and more. This is also the space where we host birthday parties and special celebrations.



The Play Maker Space

With a variety of material and tools to choose from, this space allows for meaningful experimentation and tinkering, where children and adults together can build objects related to the theme of speed and try them out in the other spaces.

The Dark Space

The season opens with the beautiful Shadow Play installation by Creative Director Isabelle Desjeux. This is followed by the Speed of Light art installation by Patricia Zahnbrecher, and Light Painting by Isabelle Desjeux and Mahyuddin Chan.



FEATURED ARTISTS & PROGRAMME

Led by our featured **Creative Director** Isabelle Desjeux, we have collaborated extensively with artists for The Art of Speed's installations and programme. For The Art of Speed, we are proud to present **featured artists** Isabelle Desjeux, Clio Ding, Debra Raymond, Mahyuddin Chan, Nova Nelson and Patricia Zahnbrecher.



Art Jam

Artists of all mediums will be at the centre on ad hoc Saturday mornings to have fun, play and invent alongside children and adults.

Artist-Led Workshops

This multi-disciplinary programme explores the concept of speed in new and creative ways, and are run by our featured artists and other creators.

Classes

These high quality 12-week courses are led by skilled practitioners who have an in-depth understanding of what ignites children's creative practice.



Tinkering Sundays

Taking place on the last Sunday of every month, we invite children and their parents to explore, experiment and invent. In making their own cars, ramps or cranks with recycled materials, they take home a set of stimulating experiences.

Holiday Camps

Holiday camps at the Children's Centre for Creativity provide the perfect opportunity for children to have unlimited access to all of the interactive spaces in the Centre. Children will enjoy a hands-on workshop every morning, develop their creative ideas and have fun throughout the four days.

For the full line-up of programmes, visit:
<http://www.playeum.com/#!programmes/ckx1>

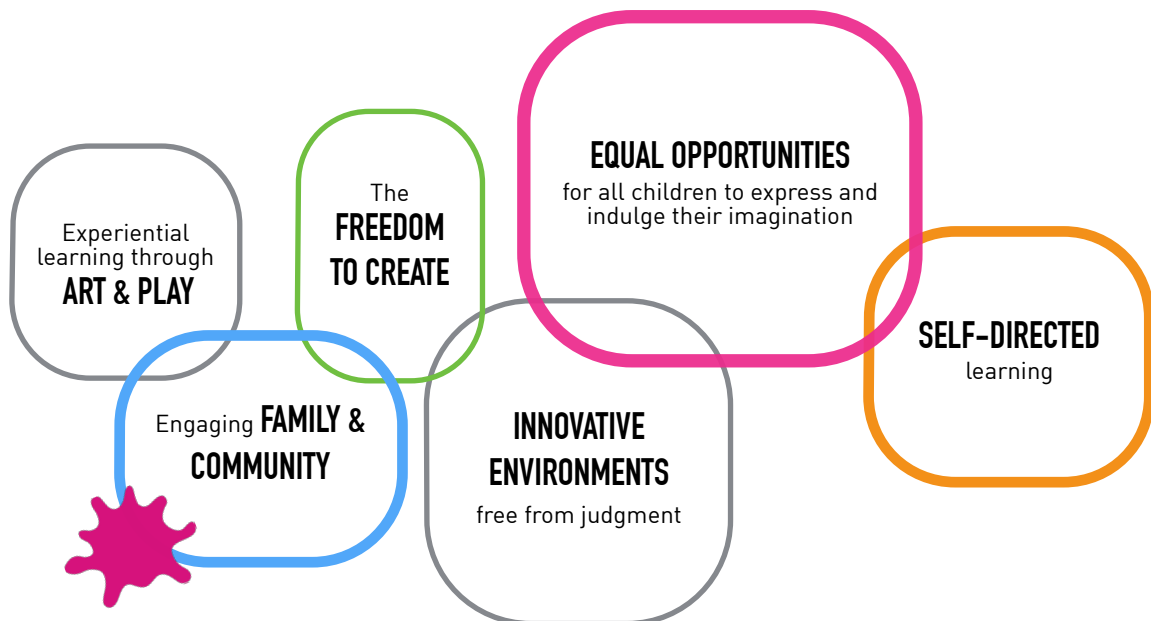


about playeum

Playeum is a not-for-profit,
independent organization with a
mission **to promote children's
creativity and play.**

Through **collaborations** with public
institutions, corporations and creative
practitioners, we aim **to inspire children of
ages 1 to 12.**

WE BELIEVE IN...



We **empower** a future generation of **creators & innovators**
to embrace, challenge and shape a better world.

fact sheet

Every dollar spent on Playeum activities in FY2014 yielded a **\$15.3 social return**.

According to an independent study by Shujog, a non-profit organization advocating for impact investment and funded by the Rockefeller Foundation

SINCE 2009



> **60,000**
children & families
engaged

> **150**
innovative
programmes
created

20%
of which serve
underprivileged
children

> **1,500**
stakeholders
trained

9
international
awards

INTERNATIONAL AWARDS



Winner of the
Ben & Jerry's
"Join Our Core"
Fan Choice Award 2014



Prize Winner of the
British Council
ELEVATE Startwell
Challenge 2015



Honourable Mention in
UNICEF's
Inclusive Play Space
Design Ideas Competition



Pacesetter in the
Lego Foundation's
Re-Imagine Learning
Challenge 2014



5 awards
from the UK's
Campaign for
Drawing

the team

Anna Salaman Executive Director

Anna is an active champion for creativity in the lives of children, with an extensive background in arts and cultural programming. A published author and expert consultant to creative institutions, she has presented at conferences in Singapore, Vietnam, Indonesia, Belgium and the UK. She has put her passion into practice at the ArtScience Museum (Singapore), the Victoria & Albert Museum (UK) and the Discover Story Centre (UK).



Sumitra Pasupathy Co-Founder, Board Director & Founding Executive Director

Sumitra has close to 20 years of professional experience internationally with innovative work in the creative and education sectors. A Malaysian trained as a Chemical Engineer from Cambridge (MEng) with an MBA from INSEAD, she has several patents and awards to her name. Above all, Sumitra has a deep-rooted passion for children and the arts. She co-founded Playeum in 2009 and is committed to creating lasting social impact in our society.



Jennifer Loh Co-Founder

Jennifer has a background in real estate development and investments in the US and a family business in real estate in Asia. She has always been an advocate for youth empowerment through her leadership roles in the UCLA student body, the boards of Taiwanese American Foundation and UCLA Association (Singapore) and Raffles Girls' School Alumnae. Likewise, in co-founding Playeum, she strives to empower a new generation of creators and innovators.



Isabelle Desjeux Creative Director - The Art of Speed

Singapore-based artist **Isabelle** has a wealth of experience creating with and for children. For years, she has taught stimulating classes and conducted original workshops involving a mix of art forms in her studio, L'Observatoire Singapore. She brings her unique practice to Playeum in conceptualising the Art of Speed experience, engaging children and families in interactive art.



the board of directors



Gouri Mirpuri
Co-founder of The Hub Singapore
and Board Director of Learning
Farm



Petrina Kow
Actress and Communications &
Voice Coach at Art of Voice



Sumitra Pasupathy
Co-founder and Founding
Executive Director of Playeum Ltd,
and Advisor of Ashoka Singapore

Dr. Christine Chen
Founder & President of
Association of Early Childhood
Education Singapore (AECES)



Jennifer Loh
Co-founder of Playeum Ltd and
Explorer Asia Holdings Pte Ltd



Sue Adams
Founder & Coach of Bamboo
Development and Former
Managing Director of Freemantle
Media Asia



the board of advisors

Dr. Lum Chee Hoo
NIE, Unesco Arts Observatory

Mark Wee
Director of Ong & Ong

Michael Beckmann
Director of Ipswich Art Gallery

Patricia Tan
Director of Como Foundation

Dr. Barbara Piscitelli AM
Arts & Education Advisor

Chaw Chih Wen
Design Director of Manor Studio

Gillian Howell
Musician

Simon Spain
Creative Director of Artplay Melbourne

Sirene Lim
Senior Lecturer, UniSIM

FAQs

1. What is the Children's Centre for Creativity?

The Children's Centre for Creativity is a space set up by award-winning non-profit organisation Playeum and is dedicated to unique experiences, programmes and workshops for children of all social backgrounds aged one to 12. Its key mission is to ignite children to explore, create and learn through play. The environment is thoughtfully designed to promote enjoyable and absorbing open-ended, interactive experiences.

The Centre features three different experiences a year, each exploring a different theme. Its inaugural experience "The Art of Speed" by featured Creative director Isabelle Desjeux will be supported by a series of engaging programmes developed in collaboration with Singapore-based artists.

2. Where is the Centre located and what are its opening hours?

The Children's Centre for Creativity is located at Block 47 Malan Road, Gillman Barracks, #01-21 to #01-23, Singapore 109444. Visiting hours are from 10am to 6pm, Tuesday to Sunday, for families with children aged one to 12. The Centre is also open to preschool and primary school groups with advanced bookings.

Ticket prices are \$20 per child with free entry for the accompanying adult and \$10 per additional adult fee. The promotional rate for schools and groups is \$10 per student.

More on Playeum and the Centre can be found at www.playeum.com

3. What is "The Art of Speed" and for how long is it running?

'The Art of Speed' is the Centre's first experience opening along with the Centre's launch on 19 September 2015. Exploring speed, movement and cars, 'The Art of Speed' will run until 3 April 2016 and is inspired by the F1 Grand Prix season.



4. What makes the Children's Centre for Creativity different from other visitor attractions for children?

The environment and activities in the Centre have been carefully designed to encourage open-ended, exploratory learning and play. Its pedagogy most closely aligns with the Reggio Emilia Approach which can be summarised as child-centred, with a focus on meaningful environments. Art and other 'languages' of expression are an integrated part of the learning process. Similarly, at the Children's Centre for Creativity, there is a high level of artist involvement and the first experience, 'The Art of Speed', has been shaped by guest Creative Director Isabelle Desjeux.

The Centre is mission-based and a non-profit venture. Underlying all of its programmes and operations, Playeum is dedicated towards social impact, and committed to serving children from all social backgrounds. Playeum's Play-It-Forward initiative enables children from low-income families to have access to the Centre.

5. Why focus on creativity?

For decades, studies have proven that creativity brings wide-ranging benefits to children. Among others, an exploratory, open-ended and creative approach has been evidenced to:

- Aid focus and concentration
- Improve behavioural difficulties
- Assist children in self-expression
- Help memory retention
- Boost confidence and attainment levels in school
- Develop perseverance and maturity

With a global shift towards innovation and critical learning, Playeum believes that creativity is the key to empowering our children to think and act innovatively, and so succeed in shaping a better world in the future.



FAQs

6. Why do you charge for entry if Playeum is a not-for-profit organization?

As a non-profit, independent organization, Playeum charges for entry to ensure the sustainability of the centre's operations. It does not receive any core funding, and is reliant on a funding mix from admissions, grants, sponsorships and donations. This collective income enables the organisation to continue to engage artists, involve quality facilitators, and provide innovative programmes to all families and children, all of which fulfil our mission of promoting children's play and creativity for the benefit of all.

FAQs

7. Where did the idea come about to create a space dedicated to children, incorporating an inspired and innovative pedagogy on creativity?

We started our journey seven years ago with a community consultation process with over 200 parents. It was moderated by an independent well-respected champion for children, Dr Barbara Piscatelli, a recipient of the Australian Medal of Honour for her work with children. In that study, families lamented the over-structured nature, loss of play and lack of cultural activities in their children's lives. From here, we were inspired to restore and protect the precious creative years of childhood by providing the time and space for engagement in child-led play and creative activities.

Over the past six years, Playeum has conducted over 150 programmes all over Singapore, from void decks to museums. Our programmes are curated with a deep understanding and sense of purpose to fulfil of the needs of the children in the community.

9. How are you different from an enrichment centre ?

The Children's Centre for Creativity operates like a museum. It is open every day of the year from 10am – 6pm, except Mondays and Christmas. Visits are self-directed in essence, but carefully guided and facilitated by our trained Playmakers.

The Centre has a full programme of artist-led workshops, classes and other activities, which is similar to how museums run programmes. Unlike enrichment classes, we focus on children's innate creativity, and how this can be expressed through the different provision we offer. Parental involvement is also core to the experience at the Children's Centre for Creativity. We fully encourage parents to play alongside their children during their visit, and we will be providing them with ideas to continue this engagement at home.





The Children's Centre for Creativity

Block 47, Malan Road
Gillman Barracks
#01-21 to #01-23
Singapore 109444

T: +65 6262 0750
F: +65 6262 0751

For further information, please visit:

www.playeum.com

For media enquiries, please contact:

Sumitra Pasupathy
Co-Founder
+65 9699 1524
sumitra@playeum.com

Dawn Pereira
Arts & Operations Manager
+65 9735 6820
dawn@playeum.com

